

## Message Text

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ACTION EUR-12

INFO OCT-01 ISO-00 EB-07 /020 W

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R 201726Z FEB 75

FM AMEMBASSY BONN

TO USDOC WASHDC

INFO SECSTATE WASHDC 8150

USMISSION USBERLIN

AMCONSUL BREMEN

AMCONSUL DUSSELDORF

AMCONSUL FRANKFURT

AMCONSUL HAMBURG

AMCONSUL MUNICH

AMCONSUL STUTTGART

UNCLAS BONN 02914

FRANKFURT PASS USTS

E.O. 11652: N/A

TAGS: BEXP, BTRA, GW

SUBJECT: FOREIGN BUYERS PROGRAM: U.S. TRAVEL SERVICE

COOPERATION

REF: STATE A-517

1. AFTER FULL REVIEW OF FOREIGN BUYERS PROGRAM IN  
GERMANY, WE HAVE DETERMINED THAT THE MOST EFFECTIVE  
WAY OF PROMOTING VISITS BY GERMAN BUSINESSMEN TO SHOWS  
LISTED IN REFAIR IS THROUGH THE MASS MARKETING EFFORTS  
OF MAJOR CARRIERS AND TRAVEL AGENCIES IN FRG. TO  
COORDINATE THIS EFFORT, THE AMBASSADOR RECENTLY  
EXTENDED INVITATIONS TO THE MAJOR CARRIERS AND TRAVEL  
AGENCIES TO ATTEND A MEETING IN FRANKFURT UNDER THE  
CHAIRMANSHIP OF THE DIRECTOR OF THE USTS TO DISCUSS  
JOINT MARKETING EFFORTS. IT IS OUR INTENTION, THROUGH  
REGULAR MEETINGS OF THIS GROUP, TO DEVELOP CHARTER OR  
GROUP INCLUSIVE TOUR FLIGHTS TO SELECTED TRADE SHOWS  
IN THE UNITED STATES.

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2. AN ESSENTIAL ELEMENT IN THIS EFFORT IS OUR CLOSE COOPERATION WITH THE US TRAVEL SERVICE IN FRANKFURT. USTS HAS THE REQUIRED IN-DEPTH RELATIONSHIPS WITH THE GERMAN TRAVEL INDUSTRY TO DEVELOP NATION-WIDE BUSINESS INTEREST IN SPECIAL FLIGHTS TO AMERICAN TRADE SHOWS. OUR COMMERCIAL PROGRAM CAN PROVIDE THE NAMES OF APPROPRIATE BUSINESSMEN WHO CAN BE CONTACTED BY THE CARRIERS OR AGENTS TO INTEREST THEM IN PARTICIPATING IN THESE FLIGHTS. IF THIS COORDINATED EFFORT IS TO BE EFFECTIVE, HOWEVER, IT IS IMPORTANT THAT USTS IN GERMANY AND THE COMMERCIAL PROGRAM JOINTLY PROMOTE CERTAIN SHOWS. FROM OUR COMMERCIAL PROGRAM VIEWPOINT AND OUR CCP OBJECTIVES, WE WOULD WISH TO PROMOTE THE SHOWS LISTED BELOW. SINCE USTS HAS NOT YET RECEIVED ITS SHOW PROMOTION SCHEDULE FOR FY 76, WE WOULD APPRECIATE BEING INFORMED WHETHER THE SHOWS WE HAVE SELECTED WILL BE ON THE USTS LIST:

NATIONAL HARDWARE SHOW  
NATIONAL SPORTING GOODS SHOW  
DESIGN ENGINEERING SHOW  
ELECTRO '76

3. OUR NEED FOR BROCHURES FOR THE ABOVE-MENTIONED SHOWS WILL LARGEY BE CONTINGENT ON THE AVAILABILITY OF USTS ASSISTANCE IN THEIR PROMOTION.

HILLENBRAND

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**Capture Date:** 01 JAN 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
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**Decaption Date:** 01 JAN 1960  
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